

mission of professionals is to optimize available information for marketing strategy in the most intelligent way.

Shtukareva A.
Shynkarenko N., research supervisor
National Mining University

BEHAVIOURAL PREFERENCES IN FOOTWEAR ADVERTISEMENT

Key words: marketing communications, advertising, shoes, consumer behavior

Footwear has been considered as one of the most important components of the person's image and prestige. That is why it is very important to understand how to present the advertisement of the given goods in the proper way. The behavioural preferences mentioned during creation of the advertisement can be divided into categories related to characteristics of both consumers and goods.

Gender category. Different emphasis should be used in adverts of men and women's footwear. Men are conservative for the most part, they prefer comfort and style but beauty. Advertising men's footwear it is necessary to pay attention to the classical models: comfort and reliability. The consumer should understand that this footwear makes him confident, stylish and he feels comfortable during usage of these commodities.

The perception of women in such a case is quite opposite. The ladies are ready to sacrifice comfort for beauty. That is why while creating the advertisement of women's footwear it is necessary to emphasize to individuality of design, colours and beauty of footwear. This kind of addressing should show the customer that only these shoes will make her the most beautiful of all.

Age category. It should be noted that the advertisements for children and teenagers are quite different. In the season of their youth people want to express themselves and their style in their personal bright way. Their looks and social opinion are very important for them. Taking into account such peculiarities it is necessary to emphasize unusual colours and models in advertising youth's footwear. It let the consumers express themselves to make them feel special and confident.

Children's footwear is a distinct manner. We shouldn't forget that first of all the advertisement of children's footwear must have credibility and interest of both adults and children. Parents always take care of children's health and security. That is why the main emphasis of advert should be aimed at comfort and lack of malaise in spite of growing feet of children. To get a child interested we should attract his/her attention with the help of bright colours and design.

Price bracket. There are quite different accents in advertising in the light of price bracket of commodities. In case with footwear of cheap prices the attention should be drawn to price. It is sometimes emphasized on quality but there is no trust in such an advertisement. Buying cheap goods the consumer often doesn't expect good quality of them that is why the advertisement about good quality and low price is always taken negatively and it is considered as a lie.

The advertisement of footwear of average price it is necessary to emphasize at proper quality for reasonable price. Such an advert has less of the shot to be taken as the lie and has the negative effect.

Quite opposite case is footwear of high price. Quite often such footwear is not the piece of clothing but manifestation of the social status of its owner. In such cases the attention of the consumer will be paid on the brand reputation, quality guarantee, materials used to manufacture, originality and unique characters of commodities. If the goods are handmade it should be noted in the advert as one of the emphasis.

Category of footwear. The most advertized type of footwear is the sport one. Buying sport footwear the consumer thinks of his/her health and comfort first of all. In the advertisement of such kind it is necessary to emphasize at the fact that this footwear can make them feel comfortable in any situation in spite of the dynamic and active life. Quite often the famous sportsmen are involved to take part at advertising of sport footwear. For sure it has credibility and makes consumers to believe in comfort and reliability of the given footwear. Advertising classical models of footwear it is necessary to pay attention to comfort and reliability. The company has credibility of consumers only in case when they note that the given goods are made in accordance with the proven technologies.

As a result it is necessary to be aware of the preferences of the consumer to use them in the proper way while creating the advertisement.

Shubina A.
Kuvaeva T., research supervisor
National Mining University

THE PROS AND CONS OF CELEBRITY MARKETING

Key words: marketing, celebrity, advantages, disadvantages, advertisement

Celebrity marketing has become quite popular and even not-so popular brands have started signing celebrities for their brand endorsements. Celebrities don't just bring value to the viewers, but also make the advertisement look glamorous. It is not unusual for any celebrities to make more money through endorsements, than what they actually make from their work. But this article about discussing of benefits and disadvantages of celebrity marketing, to help advertisers weigh their options before making any final deal.

Pros of Celebrity Marketing

1. Helps You Tap the New Markets

When a well-known face endorses your brand, it automatically attracts new target audience – the diehard fans of the celebrity. People who would have not much cared about your brand will now get open to try it at least once because their favorite sportstar, actor, politician or model is endorsing it. The bigger the celebrity, the larger audience base you get to invite in.

2. Helps Personify Your Brand

When you decide to work on celebrity marketing, the attributes of the celebrity